

2004 Utah Tourism at a Glance

- Travelers accounted for \$4.96 billion in traveler spending* for the Utah economy
- Traveler spending generated \$394 million in state and local tax revenues* (\$462 per Utah housing unit)
- In 2004, 17.5 million visitors traveled to Utah*
- 112,000 jobs* in travel and tourism-related industries (9.6% of total Utah nonfarm jobs)
 - 77,000 Direct tourism jobs
 - 35,000 Indirect tourism jobs
- Utah overnight leisure visitors (including Utah residents and non-residents) spent on average \$74 per person per day and stayed 2.84 nights (2004 Data)
- 87% of Utah's visitors come from the Western United States (2004 Data). To markets include:
 - Utah
 - California
 - Idaho
 - Nevada
 - Colorado
 - Texas
 - Oregon
 - Missouri
- International visitors accounted for 3.4% of total non-resident visitation with an estimated 600,000 visits in 2004. Top international markets include: (2004 Data)
 - Canada
 - Mexico
 - Germany
 - United Kingdom
 - France
 - Japan
 - Netherlands
 - South Korea
- International visitors to Utah spent on average \$89 per day and stayed 4.6 nights in Utah (2003 and 2004 Data)
- 5.4 million recreation visits were made to Utah's five national parks during 2004. Another 4.9 million recreation visits* occurred at Utah's eight national monuments and two recreation areas.
- 4.4 million visitors enjoyed Utah's 41 state parks during 2004
- 22.4 million vehicles crossed Utah's borders along Interstate highways in 2004
- 18.3 million passengers* arrived at Salt Lake International Airport during the year
- Utah's 13 ski resorts hosted 3.9 million skier days during the 2004/05 season
- 612,004 visitors stopped at one of Utah's six Welcome Centers during 2004
- 60.8% statewide hotel/motel occupancy rate

*These figures are estimates which may be revised once final year-end figures become available.

For addition information on Utah tourism, please visit the online Research & Planning section of the Utah Office of Tourism business website: travel.utah.gov